



WNCN
 FACILITY NORTH
 CAROLINA
 on your side online
 3221 S. Evans St.
 Greenville, NC 27834
 252-355-8500

WNCN
 3221 South Evans Street
 Greenville, NC 27834
 (252) 355-8542

CONTRACT

And:

National Media
 815 Slaters Lane
 Alexandria, VA 22314
 USA

<u>Contract / Revision</u> 881566 / 3		<u>Alt Order #</u> 25193172
<u>Product</u> NC		
<u>Contract Dates</u> 10/18/16 - 10/24/16	<u>Estimate #</u> 6963	
<u>Advertiser</u> POL/Richard Burr for Senate	<u>Original Date / Revision</u> 06/20/16 / 10/17/16	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WNCT	10/18/16	10/24/16	Local News @ 530a	530a-6a		:30				NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/18/16	10/24/16	M-WT---	3	\$20.00	1.80						
2	WNCT	10/18/16	10/24/16	Local News @ 5a	5a-530a		:30				NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/18/16	10/24/16	-T-TF--	3	\$15.00	1.10						
3	WNCT	10/18/16	10/24/16	Local News @ 6a	6a-7a		:30				NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/18/16	10/24/16	MTWTF--	5	\$200.00	4.00						
4	WNCT	10/18/16	10/24/16	CBS Sunday Morning	9a-1030a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/18/16	10/24/16	-----S	1	\$200.00	3.30						
E 5	WNCT	10/18/16	10/24/16	CBS This Morning	7a-9a		:30				NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/18/16	10/24/16	--WTF--	3	\$175.00	1.80						

(* Line Transactions: N = New, E = Edited, D = Deleted)

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 3221 South Evans Street
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Contract / Revision	Alt Order #
881566 / 3	25193172

Contract Dates	Product	Estimate #
10/18/16 - 10/24/16	NC	6963

Advertiser	Original Date / Revision
POL/Richard Burr for Ser	06/20/16 / 10/17/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
E 6	WNCN	10/18/16	10/24/16	Local News @ 12p	12p-1230p		:30				NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	MTWTF--	5	\$75.00	2.70						
7	WNCN	10/18/16	10/24/16	Dr Phil	4p-5p		:30				NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	MTWTF--	5	\$65.00	1.60						
8	WNCN	10/23/16	10/23/16	Local News @ 6p Su	6p-630p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-----S-	1	\$125.00	3.50						
9	WNCN	10/18/16	10/24/16	Sa 7p-730p News	7p-730p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-----S-	1	\$100.00	1.30						
E 10	WNCN	10/18/16	10/24/16	CBS Evening News	630p-7p		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	MT--T---	3	\$600.00	4.20						
11	WNCN	10/18/16	10/24/16	Local News @ 6p	6p-630p		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	MTWTF--	5	\$500.00	4.10						
12	WNCN	10/18/16	10/24/16	Family Feud	730p-8p		:30				NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	MTWTF--	5	\$225.00	5.70						
13	WNCN	10/18/16	10/24/16	Entertainment Tonight	7p-730p		:30				NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	MTWTF--	5	\$125.00	2.70						
14	WNCN	10/18/16	10/24/16	48 Hours	10p-11p		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-----S-	1	\$150.00	4.50						
15	WNCN	10/18/16	10/24/16	Sat Hour 2	9p-10p		:30				NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-----S-	1	\$90.00	2.10						
16	WNCN	10/18/16	10/24/16	Sat Hour 1	8p-9p		:30				NM	1	\$90.00

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 EASTERN NORTH CAROLINA
 on your side online
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 252-355-8500

WNCN
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 (252) 355-8542

<u>Contract / Revision</u>		<u>Alt Order #</u>	
881566 / 3		25193172	
<u>Contract Dates</u>		<u>Product</u>	<u>Estimate #</u>
10/18/16 - 10/24/16		NC	6963
<u>Advertiser</u>		<u>Original Date / Revision</u>	
POL/Richard Burr for Ser		06/20/16 / 10/17/16	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
Week: 10/18/16 - 10/24/16													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-----S-	1	\$90.00	1.90						
17	WNCN	10/18/16	10/24/16	NCIS	8p-9p							1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-T-----	1	\$650.00	12.40						
18	WNCN	10/18/16	10/24/16	Scorpion	10p-11p							1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	M-----	1	\$600.00	6.00						
19	WNCN	10/18/16	10/24/16	Limitless	10p-11p							1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-T-----	1	\$600.00	6.00						
20	WNCN	10/18/16	10/24/16	Blue Bloods	10p-11p							1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	----F--	1	\$500.00	7.70						
21	WNCN	10/18/16	10/24/16	Madam Secretary	8p-9p							1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-----S	1	\$375.00	5.60						
22	WNCN	10/18/16	10/24/16	Scorpion	9p-10p							1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	M-----	1	\$600.00	8.10						
23	WNCN	10/18/16	10/24/16	60 Minutes	7p-8p							1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-----S	1	\$400.00	4.80						
24	WNCN	10/23/16	10/23/16	LN Su	11p-1135p							1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-----S	1	\$200.00	3.00						
25	WNCN	10/22/16	10/22/16	LN Sa	11p-1135p							1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-----S-	1	\$200.00	1.70						
26	WNCN	10/18/16	10/24/16	Local News @ 11p	11p-1135p							5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	MTWTF--	5	\$350.00	2.70						

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WNCT
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Contract / Revision	Alt Order #
881566 / 3	25193172

Contract Dates	Product	Estimate #
10/18/16 - 10/24/16	NC	6963

Advertiser	Original Date / Revision
POL/Richard Burr for Ser	06/20/16 / 10/17/16

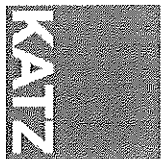
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
E 27	WNCT	10/18/16	10/24/16	Late Show	1135p-1235a		:30				NM	5	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	MTWTF--	5	\$45.00	0.90						
28	WNCT	10/22/16	10/22/16	ACC Football	1230p-330p		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-----S-	1	\$75.00	2.00						
29	WNCT	10/22/16	10/22/16	SEC Football	330p-7p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-----S-	1	\$125.00	2.00						
E 30	WNCT	10/18/16	10/24/16	NFL Early Game	1p-4p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-----S	1	\$400.00	14.00						
E 31	WNCT	10/18/16	10/24/16	NFL Late Game	4p-7p		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-----S	2	\$500.00	12.00						
N 32	WNCT	10/22/16	10/22/16	Sa 730p Family Feud	730p-8p		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-----S-	1	\$50.00	0.00						
Totals												73	\$16,885.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/24/16	73	\$16,885.00	(\$2,532.75)	\$14,352.25
Totals	73	\$16,885.00	(\$2,532.75)	\$14,352.25

Signature: _____ Date: _____

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125 West 55th St
New York, NY 10019

Contract # 25193172 Changes as of: 10/16/2016 at 11:14 AM Version: Highlighting Revision 1
CPE: 475/694/6963 Flight: 10/18/16 - 10/24/16 Total \$: \$16,885.00
Agency: NATIONAL MEDIA Advertiser: Burr - Senate Station: WNCN
RESEARCH PLANNING 815 SLATERS LANE Product: NC Office: WASHINGTON
ALEXANDRIA, VA Agency Order #: 5111603 Primary Demo: Adults 35-64
22314

Buyer: MediaAssistant, NMRPP Con Type: POLITICAL/NOTE
Salesperson: JACOB ROTH Assistant: JACOB ROTH
212-373-8175 212-373-8175

Comments: Revised Order
Revised rates to correct LUR and re-spent money.
NCIT
PLS CFM
T/R JACOB

#	Day/Time	DP	Program	Rate	A3564 Rating	Len	10/18 - 10/24											Total Spots	Total	
							10/18	10/19	10/20	10/21	10/22	10/23	10/24	\$	CPP	GRP				
REV+ 5	Tu-F 7a-9a		CBS THIS MORN-2	\$175.00	1.8	30	0	1	0	1	0	0	0	3		\$525.00	\$97.22	5.4		
6	Tu-F 12n-12:30p		9-YR-NEWS@NOON	\$75.00	2.7	30	1	1	1	1	0	0	1	5		\$375.00	\$27.78	13.5		
Changes: Rate from 60 to 75																				
10	Tu-F 6:30p-7p		CBS EYE NWS	\$600.00	4.2	30	1	0	1	0	0	0	1	3		\$1,800.00	\$142.86	12.6		
Changes: Rate from 500 to 600																				
18	M 10p-11p		Scorpion	\$600.00	6.0	30	0	0	0	0	0	0	1	1		\$600.00	\$100.00	6.0		
Changes: Program from NCIS:LA-CBS to Scorpion, Rate from 350 to 600																				
19	Tu 10p-11p		LIMITLESS	\$600.00	6.0	30	1	0	0	0	0	0	0	1		\$600.00	\$100.00	6.0		
Changes: Rate from 375 to 600																				
27	Tu-F 11:35p-12:35a		COLBERT	\$45.00	0.9	30	1	1	1	1	0	0	1	5		\$225.00	\$50.00	4.5		
Changes: Rate from 40 to 45																				
30	Su 1p-4p		NFL GM 1	\$400.00	14.0	30	0	0	0	0	0	0	1	0	1		\$400.00	\$28.57	14.0	
Changes: Rate from 1250 to 400																				
REV+ 31	Su 4p-7p		NFL GM 2	\$500.00	12.0	30	0	0	0	0	0	0	1	2	0		\$1,000.00	\$41.67	24.0	
Changes: Rate from 1250 to 500																				
REV+ 32	Sa 7:30p-8p		Family Feud	\$50.00	0.0	30	0	0	0	0	0	0	0	1	0	0	\$50.00	\$0.00	0.0	
TOTALS: 12 10 12 11 8 8 12															73	\$16,885.00	\$64.30	262.6		

881566



125 West 55th St
New York, NY 10019

Contract # 25193172	Changes as of: 10/16/2016 at 11:14 AM	Version: Highlighting Revision 1	Total \$: \$16,885.00
CPE: 475/894/6963	Flight: 10/18/16 - 10/24/16	Station: WNCT	Total Spots: 73
Agency: NATIONAL MEDIA RESEARCH PLANNING	Advertiser: Burr - Senate	Market: Greenville/New Bern/Wash	
815 SLATERS LANE ALEXANDRIA, VA 22314	Product: NC	Office: WASHINGTON	Total CPE: \$64.30
	Agency Order #: 5111603	Primary Demo: Adults 35-64	Total GRP: 262.6
Buyer: MediaAssistant, NMRPP	Salesperson: JACOB ROTH 212-373-8175	Con Type: POLITICAL/VOTE	Traffic #: 881566
		Assistant: JACOB ROTH 212-373-8175	Separation:

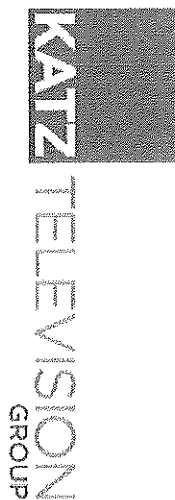
Special Instructions	
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Date/Time	Added by	Comment	Order Level Comments
10/16/16 11:14 AM	JACOB ROTH	Revised Order Revised rates to correct LUR and re-spent money. NCIT PLS CFM T/R JACOB	
10/05/16 3:09 PM	Jennifer Layman	Line 19 1x Limitless \$375 Line 6 5x 12p News \$60 Line 13 2x Entertainment Tonight \$125 Line 27 5x Colbert \$40 Line 8 1x Sun 6p News \$125 Line 12 1x Family Feud \$225 Line 21 1x Madame Secretary \$375 Line 10 2x CBS Evening News \$500 Line 18 1x 10-11p NCIS LA \$350 Line 22 1x Scorpion \$600 -MG-- 5x 12p News \$75 5x Colbert \$45 2x CBS Evening News \$600 2x CBS This Morning \$75 1x 10/19 9-11p Presidential Debate \$1250 1x Mon 9-10p 2 Broke Girls/ Odd Couple \$600 1x Mon 9-10p 2 Broke Girls/ Odd Couple \$600 Notice Received.	
06/20/16 10:15 AM	System		
06/16/16 9:58 AM	JACOB ROTH	Separation: 30	

Competitive Information	
Market Budget:	\$60,304
WNCT Share:	28%
Comment:	
WCTH:	25%
WFXI:	6%
WTTN:	41%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
Total	100%	73	\$16,885.00	262.6

Monthly Summary		
Month	Spots	Dollars
2016-Oct	73	\$16,885.00
Total	73	\$16,885.00



125 West 55th St
New York, NY 10019

Contract # 25193172		Changes as of: 10/16/2016 at 11:14 AM		Version: Highlighting Revision 1	
CPE: 475/894/6963		Flight: 10/18/16 - 10/24/16		Station: WNCN	
Agency: NATIONAL MEDIA RESEARCH PLANNING		Advertiser: Burr - Senate		Market: Greenville/New Bern/Wash	
815 SLATERS LANE ALEXANDRIA, VA 22314		Product: NC		Office: WASHINGTON	
Agency Order #: 5111603		Primary Demo: Adults 35-64		Total CPM: \$64.30	
Buyer: MediaAssistant, NMRPP		Con Type: POLITICAL/VOTE		Traffic #: 881566	
Salesperson: JACOB ROTH 212-373-8175		Assistant: JACOB ROTH 212-373-8175		Separation:	
				Total \$: \$16,885.00	
				Total Spots: 73	

Transaction History						
Trans	Created/Received	Created By	Status	Spot+	Spot-	\$ Chg
Revision	10/16/16 11:14 AM	JACOB ROTH	Revised	3		\$0
Makegood 1	10/5/16 3:09 PM	Jennifer Layman	Sent To Rep			\$0
Queued for Electronic Contracting	6/16/16 10:13 AM					\$0
New	6/16/16 9:58 AM	JACOB ROTH	Confirmed	70		\$16,885.00

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.